

Memorandum

September 17, 2012

Notification of Obama for America LUR Value Owed


On 9/17, KTVD ran a :30 commercial that was below the LUR paid by the Obama for America campaign. A commercial spot with the rate of \$10,000 ran in the 9/17 Broncos Game on KTVD. This spot affected 5 X :30s and 1 X :60 purchased by the Obama for America. The purchased spots are itemized as follows:

- 1 X :60 at \$28,000
- 3 X :30s at \$14,000
- 1 X :30 at \$12,000

A rebate of \$22,000 is owed. This rebate will be provided as a no-charge commercial schedule that will run as follows on KTVD:

- 1 X :60 to run in 6:30P-9:30P Bronco Game on 9/17 at \$20,000 each.
- 1 X :60 to run in the 6P-6:30P Pre Broncos Show on 9/17 at \$1400.
- 1 X :60 to run 7P-8P in Thursday Prime on 9/20 at \$500
- 1 X :30 to run in 11A-11:30A News on 9/19 at \$100

Thank you for your attention to this.



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